



LET'S MEET FOR BREAKFAST

by Brady Kay, BWI President

I'm guessing your inbox is starting to fill up with press invites (or soon will be) for the Fort Lauderdale International Boat Show, more commonly known as FLIBS. These press gatherings help us navigate the show, but there is one particular meeting you won't want to miss and that's the first annual BWI Technology Update Breakfast that will be held the second morning of the show on Thursday, October 27.

As a BWI member, consider this your official invite to our media breakfast that will be held inside the show aboard the South Beach Lady from 8:00-9:30 am. MIASF is the host and will join Garmin, Navico, and Raymarine as the sponsors of our event. So thanks to all.

The purpose of this breakfast, other than to network with other members of the media while enjoying a free breakfast, is to create a platform to highlight technology in all forms for BWI members who are attending the show. Our goal with this Technology Update Breakfast is to provide information that's impactful to you, while creating an opportunity for presenting sponsors to reach boating journalists.

After the continental breakfast, each sponsor will have 10 minutes to present, which includes Q&A. Of course, no BWI gathering would be complete without a raffle and we'll be giving away 3 top prizes of significant value that were generously donated by the sponsors, so you know they'll be worth your time.

Speaking of raffles, for those in attendance who are wearing their BWI T-shirt to the breakfast, we'll have a separate drawing just for you for a \$100 Chevron gas card. If you haven't already requested your free BWI shirt (you just need to pay \$5.75 for shipping thanks to Chevron) then you better go online and order one while you still have time. Sorry, U.S. orders only.

As a BWI board we're always looking for ways to benefit our members and I believe our first Technology Update Breakfast will increase the added value. With your support, we'd like to make this an annual gathering at FLIBS that will continue to grow and evolve into a regular opportunity for journalists to meet and stay on top of the newest technology updates and trends.

Hope to see you at FLIBS next month.

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FINDING THE BALANCE BETWEEN SEO & EDITORIAL: GOOGLE'S 'HELPFUL CONTENT' UPDATE

The competitive landscape of content marketing—particularly in the boating industry—is one that is constantly evolving; forcing brands and writers to think and rethink the way they write and develop content of all kinds. Is your brand or publication’s content actually helpful? The time for answering that question is now—it’s up to you to assess, evaluate, and pivot your strategy if needed.

There are many who will argue that the overall goal of driving organic traffic to a website doesn’t align well with the overall historical value that strong editorial has brought to the table. Some content that’s optimized for SEO is often criticized as being dry, unimaginative, and too simple. While true editorial is criticized for the exact opposite—being long-winded, overly artistic, and indirect.

Throughout my career, I’ve been fortunate enough to work with some of the best writers and editors our industry has, as well as working alongside some of the best minds in SEO. I’ve learned a lot along the way, and I attribute much of my own success in content marketing to the fact that I’ve been able to see the value of both sides. SEO is stronger when looked at through an editorial lens, and editorial becomes that much more valuable when it can engage a consumer to linger on a page. In my experience, finding a happy medium between the two will unlock the type of content marketing success that most companies only dream of achieving.

Google’s “Helpful Content” Update

If your company or content team hasn’t already discussed Google’s latest “helpful content” update (released recently around the end of August), then let me be the first to inform you: You are officially late to the party. According to Google, this update is all about focusing your efforts on creating “people-first” content. The aim is to force brands away from the practice of crafting content with a search-engine first approach, with the sole purpose of targeting specific keywords that you believe will rank. Instead, Google wants brands to think consciously about each piece of content they’re creating, ensuring it satisfies a consumer need and provides true value, whether it be for informational or entertainment purposes.

To this, I say: DUH! Content should always, always be relevant for your brand and your unique audience. Yes, terms like “how do boats float” or “paper boats” may drive thousands upon thousands of searches, but are those topics relevant for your audience? Probably not.

While I won’t share all my secrets that I’ve learned about content and SEO over the years, I will share a few things to keep in mind:

1. Don’t use extensive automation to satisfy your content production needs. Invest in experienced, subject matter experts (I happen to know a few great ones). There’s nothing worse than reading an article that refers to “center console” boats as “center counsel” boats—*face palm.*
2. Don’t just summarize what others have already said, without providing your own unique relevance to the topic.

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3. Don't just write with a specific word count in mind; instead, write to fully cover the topic at hand (don't leave readers wanting to know more, or the opposite, provide too much content that includes unnecessary information).
4. Do showcase your own expertise or experience whenever possible.
5. Do think like a reader—would you find this information helpful?

As Google's "Helpful Content" update continues to roll out, there will be winners and there will be losers. It's up to you to decide which side you'll fall on.

Kim Koditek is the Head of Content Marketing at Boatsetter, and currently serves as BWI's 1st Vice President and a member of Sea Tow's Boating Safety Advisory Council.

GET YOUR T-SHIRT FOR FLIBS

Because you're a current member, we want to give you a free BWI T-shirt like the ones the board members wore in Miami. Thanks to the generosity of Techron Marine Fuel System Treatment from Chevron, all you have to pay is the shipping, which is \$5.75 (U.S. only).

Just sign into your BWI account by going to www.bwi.org/memberDB/tshirt.php, select the T-shirt size you want and one will be mailed directly to you. Those wearing their BWI T-shirts at the BWI breakfast at FLIBS will be entered in a special drawing.

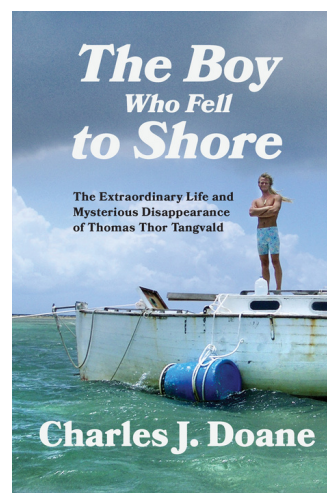


THE 2022-2023 DIRECTORY IS OUT

All members should have received an email with link to the BWI Annual Directory the first week of September. This is reference material for all members in good standing and it's an exclusive benefit so please don't share this information. Thanks to all ad sponsors - we are always thankful for your continued support.

DOANE PENS HIS THIRD BOOK

It doesn't matter whether you're an old salt or completely new to the idea of voyaging and living at sea, Doane makes *The Boy Who Fell to Shore* completely accessible to everyone - with or without experience. Each page paints a picture that begs for translation to the screen and whether you relate to the protagonists or shake your head at their egocentricity, this book keeps you turning the pages late into the night. Look for the general release of Charlie Doane's third book on Kindle and as a paperback this October.

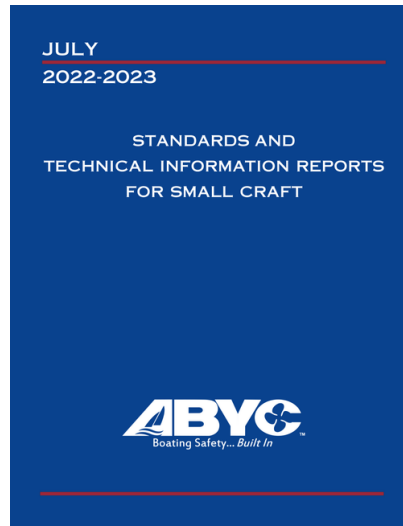


MEMBER NEWS

ABYC PUBLISHES UPDATED BOAT BUILDING & REPAIR STANDARDS

The American Boat and Yacht Council has published its 62nd supplement to Standards and Technical Information Reports for Small Craft. The annual publication provides the marine industry with the latest updates to the boat building and repair standards used for over 90% of the boats constructed in the United States.

The 2022-2023 Supplement is the largest printed to date with 20 new and revised standards including E-13, lithium ion batteries. ABYC members can access the standards and technical tools on ABYC's website via the standards library.



2022 NMEA CONFERENCE & EXPO

This year's NMEA expo was held October 3-7 in Anaheim, California. Highlights included a two-day expo where many manufacturers introduced new products for 2023, and technical training sessions and networking events throughout the week. The winners of the NMEA Product of Excellence will also be announced.

BOAT SHOWS

IBEX

IBEX is live and in person again at the Tampa convention center. This is one of three NMMA shows where Innovation Awards are normally judged by our own BWI members a few days before the show opens. We have 69 entries this year so it should be an interesting competition. The judging slate includes: Steve Davis, Tim Murphy, Ryan Gulang, Phil Gutowski, Julia Carlton, Ed Sherman, Ben Stein and Zuzana Prochazka.

Annapolis Shows

US Powerboat show: October 6-9
US Sailboat show: October 13-17
Annapolisboatshows.com

Fort Lauderdale Show (FLIBS)

October 26-30. FLIBS.com

METS in Amsterdam

November 15-17. Metstrade.com

International Workboat Show

Nov 30 - December 2. New Orleans.
Workboatshow.com

Boot Dusseldorf

January 21-29, 2023. Boot.com

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WELCOME

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The BWI Journal is produced by and for members of Boating Writers International and can be found at www.bwi.org. Send items to be considered for publication to newbwiinfo@gmail.com. All information contained herein is meant for the use of members, is in their best interest, and appears in as true and accurate a form as possible. Membership in BWI is open to anyone involved in the recreational boating industry. Active members are generally writers, editors, photographers, videographers and broadcasters. Supporting members are usually manufacturers or marine organizations.